PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: James Taylor **DATE:** June 22, 1990

FROM: Nancy Gurry

SUBJECT: Red Express Qualitative Research

One-on-one in-depth interviews (N=15) will be conducted for Red Express on Tuesday, June 26 in New York City to measure consumers reactions to two advertising campaigns. These interviews will take place at Focus America from 5:30 - 9:15 pm. To be eligible, respondents must meet the following requirements:

- Male
- 18-34 (2/3 18-24 years -- 1/3 25-34 years)
- King Size
- Non-menthol
- Smoke at least a half pack per day

The research service address is as follows:

Focus America
1140 Sixth Avenue
(Between 44/45th Streets)
(212) 302-1808

Please let us know if you plan on attending.

/mc

cc: D. Beran
E. Butson
K. Eisen
C. Levy
J. Illes
L. Suwarna

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Source: https://www.industrydocuments.ucsf.edu/docs/mtmj0004